



WFWS

ORDER

Print Date 10/12/12 Page 1 of 2

NEWS Channel	Flight Dates	10/19/12-10/25/12
		
Product		
<u>Contract / Revision</u>	<u>314337</u>	<u>/</u>
<u>Original Date / Revision</u>	Congressional Leadership Fund	
10/10/12	10/10/12	<u>Agency Com</u> 15%
		<u>Billing Contact</u>
<u>Advertiser</u> Congressional Leadership F		
815 Slaters Lane		
Alexandria, VA 22314		
<u>Agency</u> American Media and Advocacy		
<u>Buying Contact</u>		
<u>Sales Office</u> EWSDC		
<u>Sales Region</u> NAT		
<u>Agency Ref</u>		
815 Slaters Lane		
Alexandria, VA 22314		

Order Sep 00:20:00
Estimate # **3347**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35-64
Rev Codes POL POL ISS
Product Codes PL
Priority P-1
Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Billing Plan			
					Start Date	End Date	# Spots	Net Amount
October 2012	42	\$95,710.00	\$112,600.00	0.00	10/01/12	10/25/12	42	\$95,710.00
Totals	42	\$95,710.00	\$112,600.00	0.00				\$112,600.00

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Billing Plan		# Spots	Net Amount	Gross Amount
					Start Date	End Date			
October 2012	42	\$95,710.00	\$112,600.00	0.00	10/01/12	10/25/12	42	\$95,710.00	\$112,600.00
Totals	42	\$95,710.00	\$112,600.00	0.00					



WEWS

Contract / Revision **314337** Flight Dates **10/19/12-10/25/12** Hiatus Dates

Original Date / Revision 10/10/12/ 10/10/12 Order Sep 00:20:00

Advertiser **Congressional Leadership** Product **Congressional Leadership I** Estimate # **3347**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	<u>Totals</u>		
													Type	Spots	Amount
N 2	WEWS	10/19/12	10/25/12	M-F 5-6p News	CM	5-6p	22222--	:30	10	\$2,500.00	P-1	0.00	NM	10	\$25,000.00
				M-F 5-6p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/12	10/25/12	22222--		10	\$2,500.00			0.00					
N 3	WEWS	10/21/12	10/21/12	SU 6-630p News	CM	6-630p	-----S	:30	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
				SU 6-630p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/12	10/25/12	-----S		1	\$2,800.00			0.00					
N 4	WEWS	10/19/12	10/25/12	M-F 7-730p	CM	7-730p	11111--	:30	5	\$3,000.00	P-1	0.00	NM	5	\$15,000.00
				7-730p The List											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/12	10/25/12	11111--		5	\$3,000.00			0.00					
N 5	WEWS	10/19/12	10/25/12	M-F 730-8P	CM	730-8p	11111--	:30	5	\$3,000.00	P-1	0.00	NM	5	\$15,000.00
				730-8p Let's Ask America											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/12	10/25/12	11111--		5	\$3,000.00			0.00					
N 6	WEWS	10/19/12	10/25/12	M-F 11-1135P Late NewSM	CM	11-1135p	111-1--	:30	4	\$4,500.00	P-1	0.00	NM	4	\$18,000.00
				M-F 11-1135P Late News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/12	10/25/12	111-1--		4	\$4,500.00			0.00					
N 7	WEWS	10/20/12	10/20/12	LN after Sports	CM	11p-130x	-----S-	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
				LN after Sports											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/12	10/25/12	-----S-		1	\$2,500.00			0.00					
N 8	WEWS	10/21/12	10/21/12	SU 1125p-12a Sports Ext	CM	1135p-12x	-----S	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
				SU 1135p-12a Sports Ext											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/12	10/25/12	-----S		1	\$1,800.00			0.00					
N 9	WEWS	10/19/12	10/25/12	M-F 1135p-1202a NightlCM	CM	1135p-1207x	11111--	:30	5	\$2,500.00	P-1	0.00	NM	5	\$12,500.00
				M-F 1135p-1202a Nightlir											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/12	10/25/12	11111--		5	\$2,500.00			0.00					
Totals														42\$112,600.00	